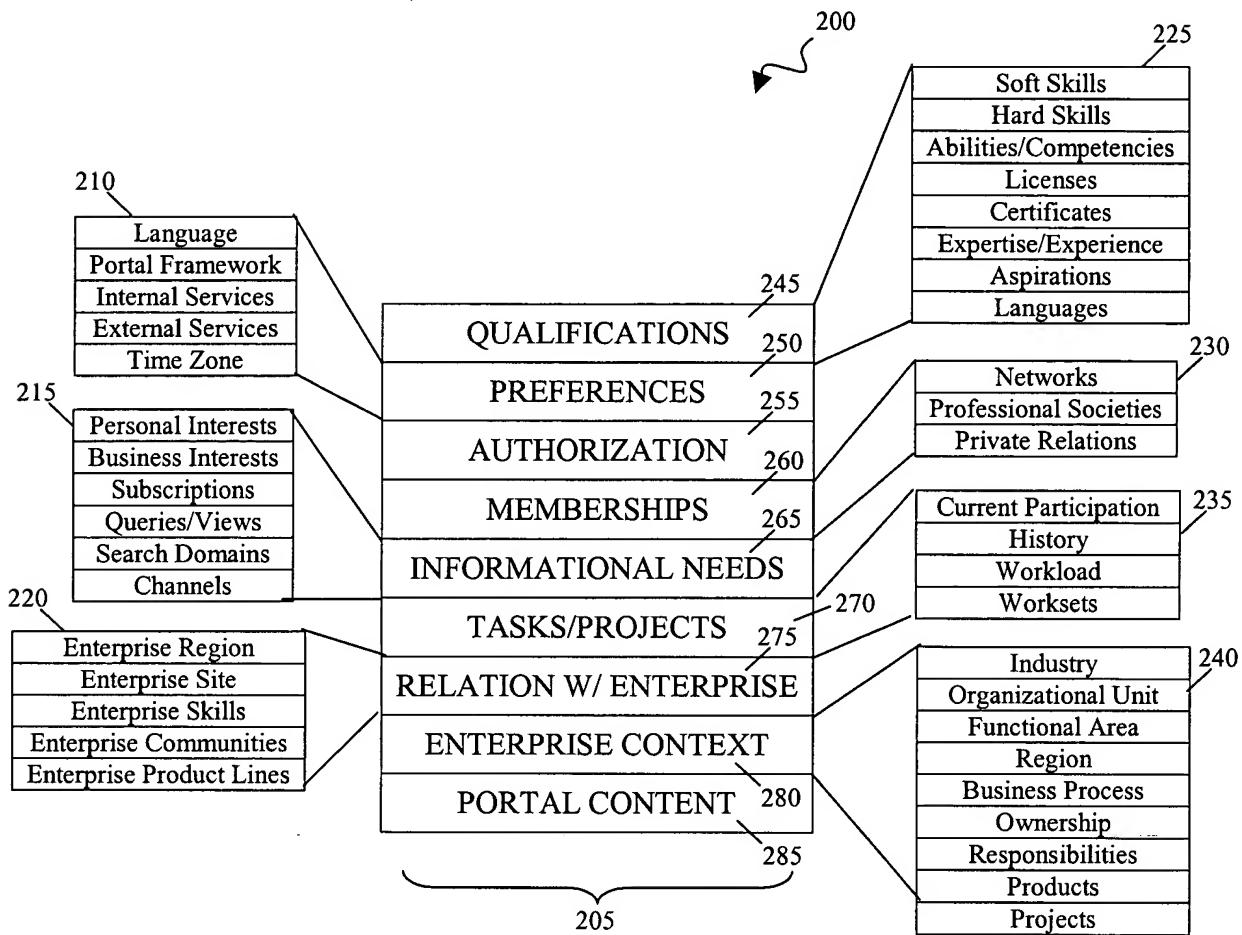


FIG. 1

PARTICIPANT SEGMENTATION FOR MANAGING COMMUNICATIONS

**FIG. 2**

300

ATTRIBUTE	VALUE
Name	John Doe
Location	US
Business Area	Marketing
Age	57
Retirement Plan	Acme Plan
Travel	Often
Company Car?	Y
Manages Professional?	Y
Activity 1	Project A
Activity 2	Project B
Client 1	Acme Steel
Client 2	Acme Soap
Marketing Experience 1	Chemical A
Marketing Experience 2	Chemical X
Professional Association	Acme Soc.
...	...
...	...
...	...

305 310

FIG. 3

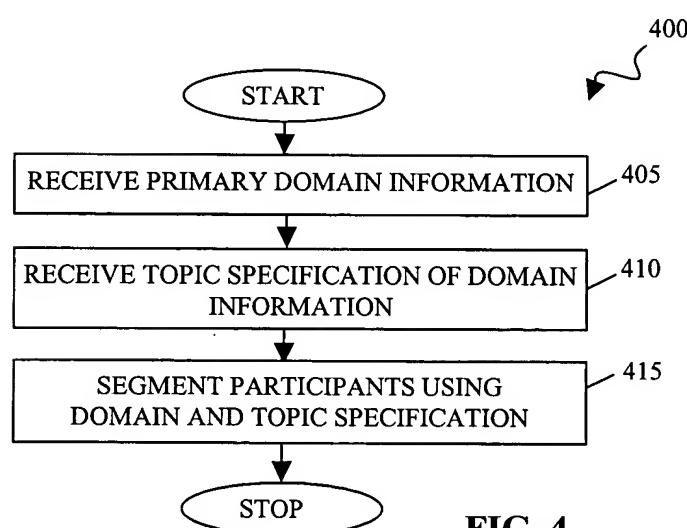


FIG. 4

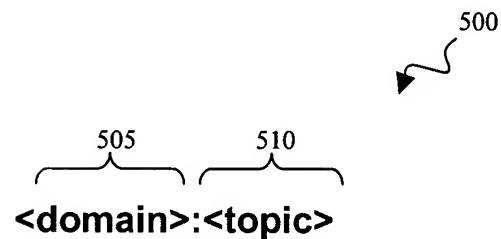


FIG. 5

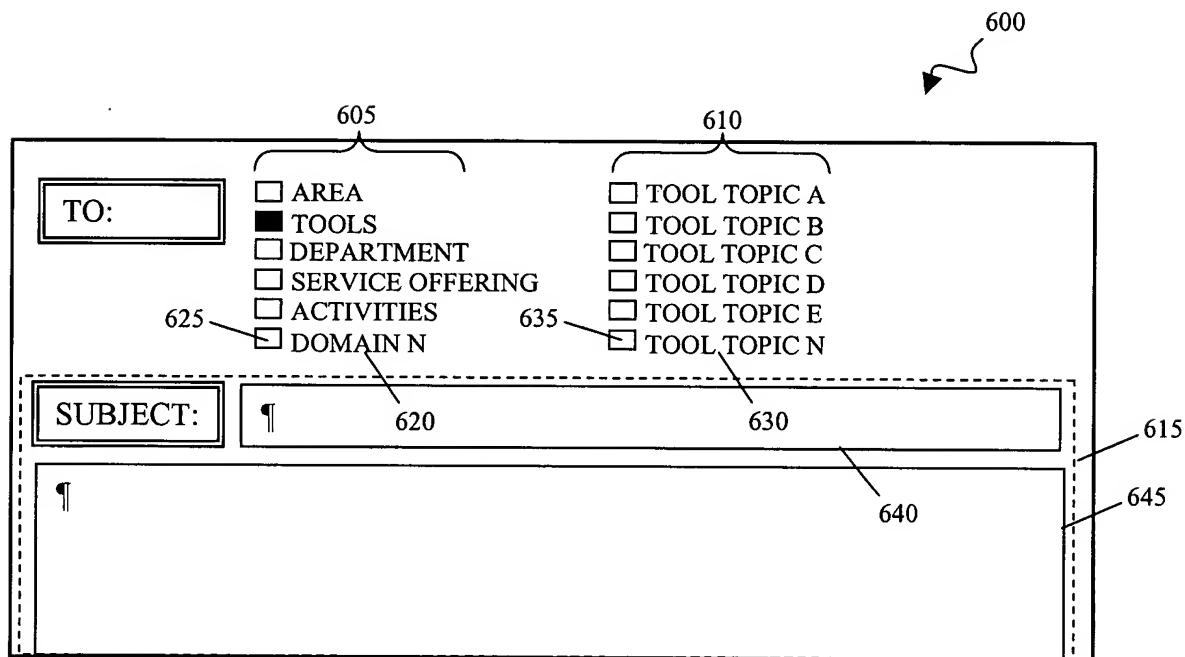


FIG. 6

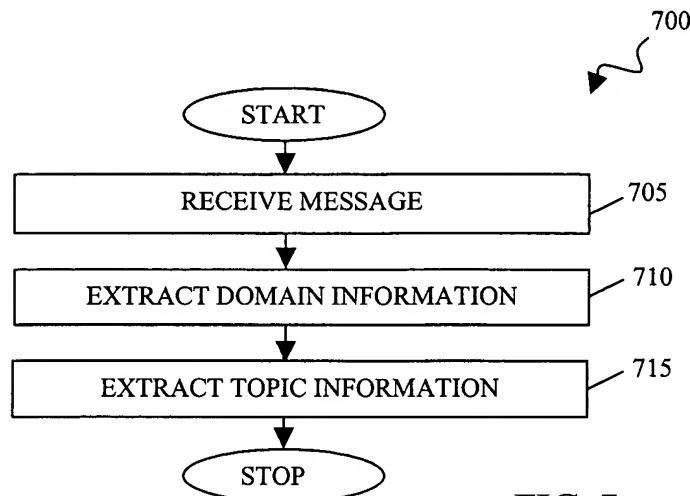


FIG. 7

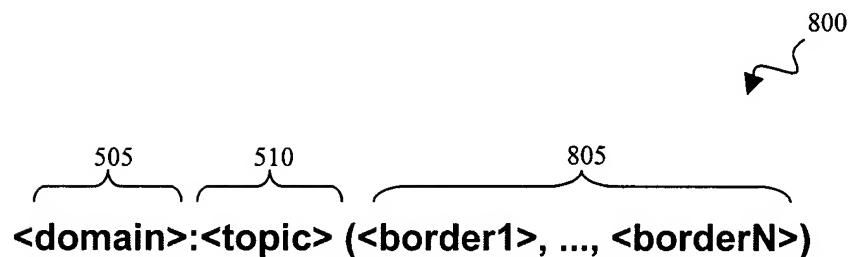


FIG. 8

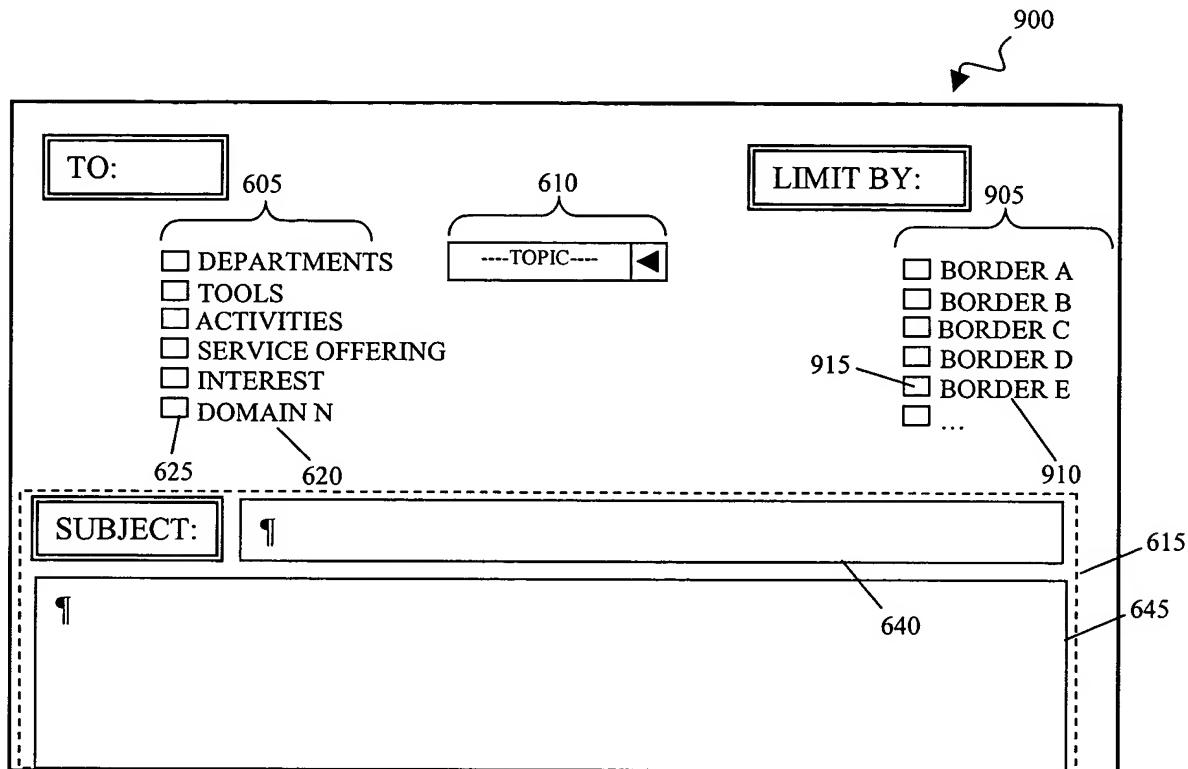


FIG. 9

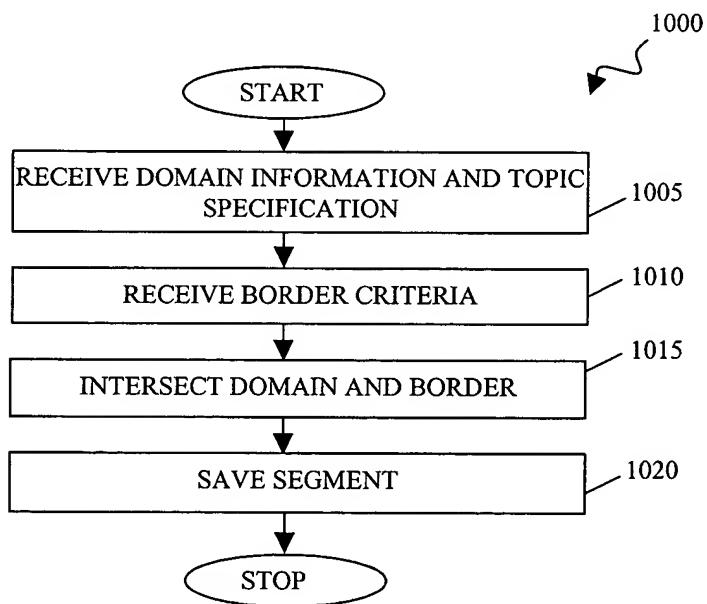


FIG. 10

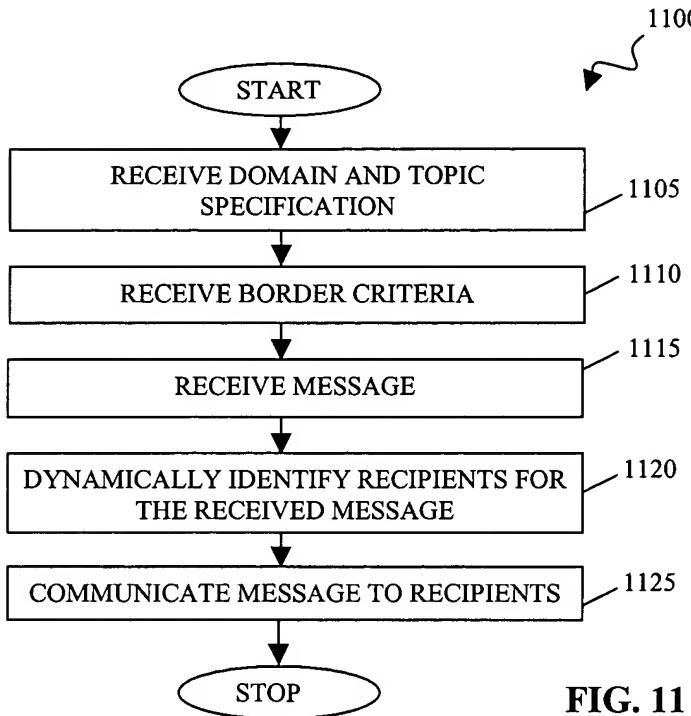


FIG. 11

1200
1205
805
510
505
<domain>:<topic> (<border1>, ..., <borderN>) AS <role>

FIG. 12

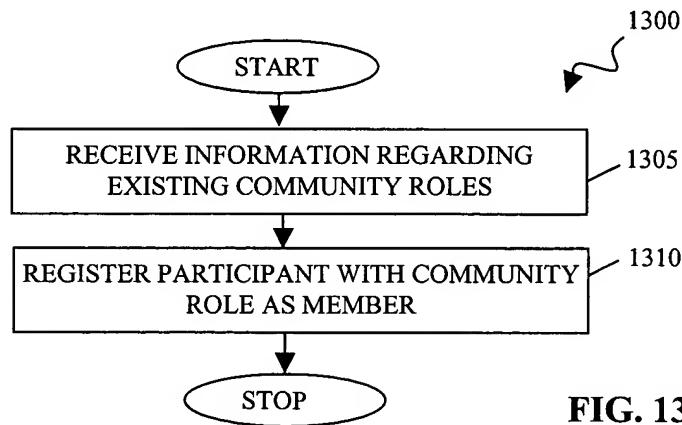


FIG. 13

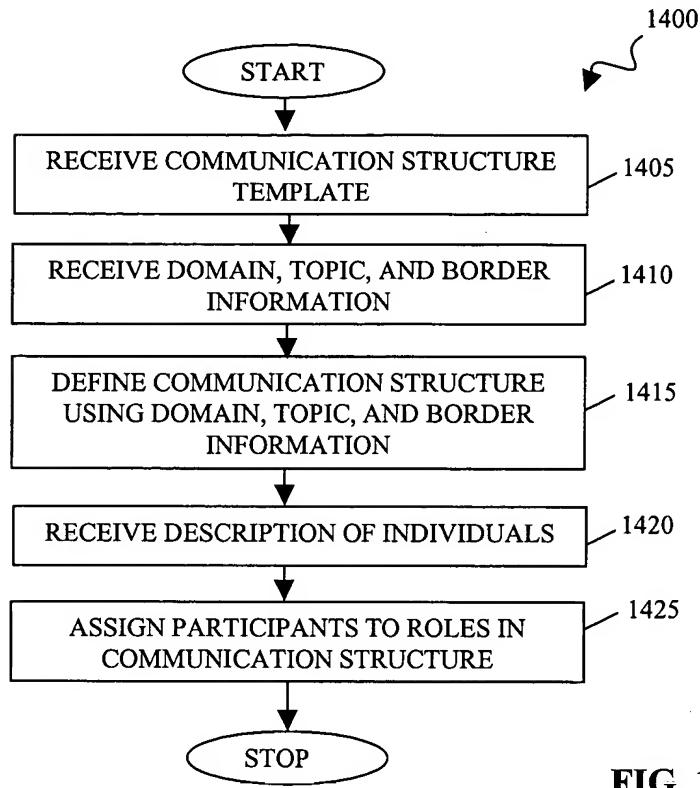


FIG. 14

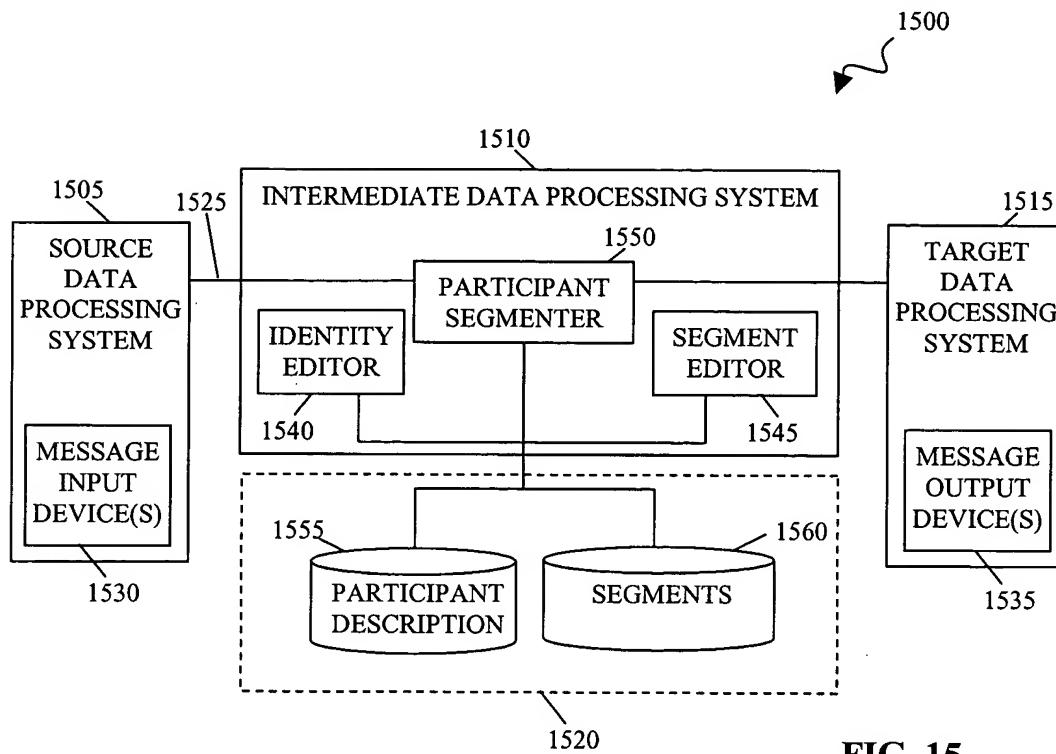


FIG. 15